

## LOBBYING REPORT

Lobbying Disclosure Act of 1995 (Section 5) - All Filers Are Required to Complete This Page

1. Registrant Name ☒ Organization/Lobbying Firm ☐ Self Employed Individual

**VISA, INC.**

2. Address ☐ Check if different than previously reported

Address1 1300 CONNECTICUT AVENUE, NW, #900 Address2

City WASHINGTON State DC Zip Code 20036 - Country USA

3. Principal place of business (if different than line 2)

City Foster City State CA Zip Code 94404 - Country USA

4a. Contact Name

LISA B. NELSON

b. Telephone Number

☐ International Number

(202) 419-4100

c. E-mail

lnelson@visa.com

5. Senate ID#

40156-12

7. Client Name

☒ Self

☐ Check if client is a state or local government or instrumentality

VISA, INC.

6. House ID#

314430000

### TYPE OF REPORT

8. Year 2010 Q1 (1/1 - 3/31) ☐ Q2 (4/1 - 6/30) ☐ Q3 (7/1-9/30) ☒ Q4 (10/1 - 12/31) ☐

9. Check if this filing amends a previously filed version of this report ☐

10. Check if this is a Termination Report ☐ Termination Date 11. No Lobbying Issue Activity ☐

### INCOME OR EXPENSES - YOU MUST complete either Line 12 or Line 13

#### 12. Lobbying

INCOME relating to lobbying activities for this reporting period was:

Less than \$5,000 ☐

\$5,000 or more ☐ \$

Provide a good faith estimate, rounded to the nearest \$10,000, of all lobbying related income from the client (including all payments to the registrant by any other entity for lobbying activities on behalf of the client).

#### 13. Organizations

EXPENSE relating to lobbying activities for this reporting period were:

Less than \$5,000 ☐

\$5,000 or more ☒ \$ 1,100,000.00

14. REPORTING Check box to indicate expense accounting method. See instructions for description of options.

☒ Method A. Reporting amounts using LDA definitions only

☐ Method B. Reporting amounts under section 6033(b)(8) of the Internal Revenue Code

☐ Method C. Reporting amounts under section 162(e) of the Internal Revenue Code

Signature

Filed Electronically

Date 10/19/2010

Printed Name and Title Lisa B. Nelson, Head of Global Government Relations

**LOBBYING ACTIVITY.** Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Add additional page(s) as needed.

15. General issue area code

BAN

BANKING

(one per page)

16. Specific lobbying issues

H.R.2695 - Credit Card Fair Fee Act of 2009  
S.1212 - Credit Card Fair Fee Act of 2009  
H.R.2382 - Credit Card Interchange Fees Act of 2009  
H.R.3126 - Consumer Financial Protection Agency Act of 2009

17. House(s) of Congress and Federal agencies ☐ Check if None

Federal Reserve System, U.S. HOUSE OF REPRESENTATIVES, U.S. SENATE

18. Name of each individual who acted as a lobbyist in this issue area

First Name	Last Name	Suffix	Covered Official Position (if applicable)	New
Lisa	Nelson			<input type="checkbox"/>
Daniel	McDermott			<input type="checkbox"/>
Kristin	Solheim			<input type="checkbox"/>
Sarah	Dumont			<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>

19. Interest of each foreign entity in the specific issues listed on line 16 above ☒ Check if None

Printed Name and Title Lisa B. Nelson, Head of Global Government Relations

H.R.4173 - Dodd-Frank Wall Street Reform and Consumer Protection Act

S.1799 - Fairness and Accountability in Receiving Overdraft Coverage Act

H.R.3904 - Overdraft Protection Act of 2009

S.3217 - Restoring American Financial Stability Act of 2010

**LOBBYING ACTIVITY.** Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Add additional page(s) as needed.

15. General issue area code

CSP

CONSUMER ISSUES/SAFETY/PRODUCTS

(one per page)

16. Specific lobbying issues

H.R.2221 - Data Accountability and Trust Act  
S.773 - Cybersecurity Act of 2009  
S.778 - A bill to establish, within the Executive Office of the President, the Office of National Cybersecurity Advisor  
S.1796 - America's Healthy Future Act of 2009

17. House(s) of Congress and Federal agencies ☐ Check if None

U.S. SENATE, U.S. HOUSE OF REPRESENTATIVES, Federal Trade Commission (FTC)

18. Name of each individual who acted as a lobbyist in this issue area

First Name	Last Name	Suffix	Covered Official Position (if applicable)	New
Lisa	Nelson			<input type="checkbox"/>
Daniel	McDermott			<input type="checkbox"/>
Kristin	Solheim			<input type="checkbox"/>
Sarah	Dumont			<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>

19. Interest of each foreign entity in the specific issues listed on line 16 above ☒ Check if None

Printed Name and Title Lisa B. Nelson, Head of Global Government Relations

H.R.4061- Cybersecurity Enhancement Act of 2010

H.R.3200 - America's Affordable Health Choices Act of 2009

S.1490 - Personal Data Privacy and Security Act

S.139 - Data Breach Notification Act of 2009

S.3804 - Combating Online Infringement and Counterfeit Act

S.3742 - Data Security and Breach Notification Act of 2010

**LOBBYING ACTIVITY.** Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Add additional page(s) as needed.

15. General issue area code

GOV

GOVERNMENT ISSUES

(one per page)

16. Specific lobbying issues

H.R.216 - Government Credit Card Abuse Prevention Act of 2009

17. House(s) of Congress and Federal agencies ☐ Check if None

U.S. HOUSE OF REPRESENTATIVES, U.S. SENATE

18. Name of each individual who acted as a lobbyist in this issue area

First Name	Last Name	Suffix	Covered Official Position (if applicable)	New
Lisa	Nelson			<input type="checkbox"/>
Daniel	McDermott			<input type="checkbox"/>
Kristin	Solheim			<input type="checkbox"/>
Sarah	Dumont			<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>

19. Interest of each foreign entity in the specific issues listed on line 16 above ☒ Check if None

Printed Name and Title Lisa B. Nelson, Head of Global Government Relations

**LOBBYING ACTIVITY.** Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Add additional page(s) as needed.

15. General issue area code

EDU

EDUCATION

(one per page)

16. Specific lobbying issues

H.R.266 - Cybersecurity Education Enhancement Act of 2009

17. House(s) of Congress and Federal agencies ☐ Check if None

U.S. HOUSE OF REPRESENTATIVES, U.S. SENATE

18. Name of each individual who acted as a lobbyist in this issue area

First Name	Last Name	Suffix	Covered Official Position (if applicable)	New
Lisa	Nelson			<input type="checkbox"/>
Daniel	McDermott			<input type="checkbox"/>
Kristin	Solheim			<input type="checkbox"/>
Sarah	Dumont			<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>

19. Interest of each foreign entity in the specific issues listed on line 16 above ☒ Check if None

Printed Name and Title Lisa B. Nelson, Head of Global Government Relations

**LOBBYING ACTIVITY.** Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Add additional page(s) as needed.

15. General issue area code

TAX

TAXATION/INTERNAL REVENUE CODE

(one per page)

16. Specific lobbying issues

S.292 - Withholding Tax Relief Act of 2009  
H.R.275 - To repeal the imposition of 3 percent withholding on certain payments made to vendors by government entities  
H.R.3933 - Foreign Account Tax Compliance Act of 2009  
S.1934 - Foreign Account Tax Compliance Act of 2009

17. House(s) of Congress and Federal agencies ☐ Check if None

U.S. HOUSE OF REPRESENTATIVES, U.S. SENATE

18. Name of each individual who acted as a lobbyist in this issue area

First Name	Last Name	Suffix	Covered Official Position (if applicable)	New
Lisa	Nelson			<input type="checkbox"/>
Daniel	McDermott			<input type="checkbox"/>
Kristin	Solheim			<input type="checkbox"/>
Sarah	Dumont			<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>

19. Interest of each foreign entity in the specific issues listed on line 16 above ☒ Check if None

Printed Name and Title Lisa B. Nelson, Head of Global Government Relations